



Federal Communications Commission
Office of Engineering and Technology Laboratory Division
7435 Oakland Mills Rd.
Columbia MD 21046

Subject: Request for Confidentiality

FCC ID: **BCGA1395**

To whom it may concern:

Pursuant to Public Notice DA 04-1705 of the Commission's policy, in order to comply with the marketing regulations in 47 CFR §2.803 and the importation rules in 47 CFR §2.1204, while ensuring that business sensitive information remains confidential until the actual marketing of newly authorized devices, Apple Inc. requests the Commission to grant short-term confidentiality on the following documents:

- External Photographs
- Internal Photographs
- Test Setup Photographs
- User Manual

These documents reveal technical and design information that has not been publicly disclosed in marketing materials and is protected by Apple Inc. as confidential and proprietary trade secrets. This information has been disclosed to those required to maintain its confidentiality, and is not customarily disclosed publicly prior to the commercial release of the device. As a result, disclosure of this information by the Commission prior to commercial release would harm Apple Inc. by giving competitors an unfair market advantage. Apple Inc. believes the period of confidentiality requested is necessary to protect the information until the commercial release of a device.

It is our understanding that measurement test reports and FCC ID label format cannot be granted as confidential documents and this information will be available for public review once the grant of equipment authorization is issued.

Sincerely,

Date: January 30, 2012

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